



# California Surf Lifesaving Association

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: [www.cslsa.org](http://www.cslsa.org)

## BOARD OF DIRECTORS MEETING MINUTES

San Clemente, CA 92672

October 9 & 10, 2014

### Thursday, October 9th, 2014

- I. Meeting called to order by Mr. Beuerlein at 9:21 a.m.
  - A. Pledge of Allegiance - Mr. Humphreys
  - B. Welcome and Introductions - Mr. Beuerlein
  - C. Roll Call of Delegates - Mr. Bond

| CHAPTER                   | No. of Members | Possible No. of Delegates | Delegates Present | Proxies  | Total Votes |
|---------------------------|----------------|---------------------------|-------------------|----------|-------------|
| California State          | 304            | 8                         | 8                 | 0        | 8           |
| Coronado                  | 10             | 2                         | 2                 | 0        | 2           |
| Del Mar                   | 1              | 0                         | 0                 | 0        | 0           |
| Encinitas                 | 15             | 2                         | 0                 | 0        | 0           |
| Huntington Beach          | 127            | 5                         | 3                 | 2        | 5           |
| Imperial Beach            | 4              | 2                         | 2                 | 0        | 2           |
| Laguna Beach              | 93             | 4                         | 2                 | 0        | 2           |
| Lake Mission Viejo        | 10             | 2                         | 2                 | 0        | 2           |
| Long Beach                | 79             | 4                         | 2                 | 0        | 2           |
| LA City                   | 60             | 4                         | 3                 | 1        | 4           |
| LA County Beaches         | 155            | 6                         | 5                 | 1        | 6           |
| LA County Lakes           | 23             | 3                         | 3                 | 0        | 3           |
| Newport Beach             | 39             | 3                         | 3                 | 0        | 3           |
| OC LGs - C.O.L.A.         | 20             | 3                         | 0                 | 0        | 0           |
| Oceanside                 | 10             | 2                         | 2                 | 0        | 2           |
| Pendleton Coast           | 3              | 2                         | 1                 | 1        | 2           |
| Pismo Beach               | 21             | 3                         | 1                 | 1        | 2           |
| Port Hueneme              | 2              | 2                         | 1                 | 0        | 1           |
| San Clemente              | 50             | 3                         | 3                 | 0        | 3           |
| San Diego                 | 95             | 4                         | 0                 | 0        | 0           |
| San Luis Obispo Co        | 22             | 3                         | 0                 | 0        | 0           |
| Santa Barbara City        | 59             | 4                         | 0                 | 0        | 0           |
| Santa Barb Co - Campus Pt | 11             | 2                         | 1                 | 0        | 1           |
| Santa Cruz                | 50             | 3                         | 2                 | 0        | 2           |
| Seal Beach                | 51             | 4                         | 4                 | 0        | 4           |
| Solana Beach              | 1              | 0                         | 0                 | 0        | 0           |
| Tucson, AZ                | 2              | 2                         | 0                 | 0        | 0           |
| Ventura County            | 11             | 2                         | 0                 | 0        | 0           |
| Independent/Unaffiliated  | 5              | 2                         | 0                 | 0        | 0           |
| <b>Total</b>              | <b>1333</b>    | <b>86</b>                 | <b>50</b>         | <b>6</b> | <b>56</b>   |

II. Approval of Board of Director's Meeting Minutes – Seal Beach, April 10 & 11, 2014

**Motion:** Moved by Mr. Moore to approve the Minutes as submitted.

**Second:** Mr. Richardson

**Discussion:** None

**Action:** MPU

III. Officer's Reports

A. President - Mr. Beuerlein - Attachment 1

B. Vice President - Mr. Humphreys - Attachment 2

C. Secretary - Mr. Bond - Verbal Report  
Mr. Bond thanked Mr. Moore, Mr. McGowan and Mr. Richardson for their help with editing various documents. Their assistance has been extremely valuable.

D. Treasurer - Mr. Williams - Attachment 3  
Mr. Williams commended chapters and agencies for their assistance with the Ben Carlson services. He was appreciative of all the support from the region.

E. Advisor - Mr. McGowan - Verbal report  
Mr. McGowan thanked chapters for their participation during the Ben Carlson funeral. He assisted with the officiating in Virginia Beach and complemented the Quad-ski product. He enjoyed using the skis while officiating the water portion of the event.

F. 1st Delegate - Mr. Silvestri - Attachment 4

G. 2nd Delegate - Mr. Avila - Attachment 5

H. 3rd Delegate - Mr. Butki - No Report

I. 4th Delegate - Mr. Leeper - Attachment 6

IV. Committee Activity Reports

A. Exchanges - Doug Leach, read - Attachment 7  
by Mr. Richardson

A check was given to the newest members of the exchange. Mr. Bailey provided checks to both of the candidates. Mr. Beuerlein noted that there was more competition for the two positions than ever. The President complemented them on their accomplishment.

B. Bylaws - Mr. Humphreys - No Report

|   |   |               |   |               |    |
|---|---|---------------|---|---------------|----|
| C. Certification  | - | Mr. Lombardi  | - | Attachment    | 8  |
| D. Grants   | - | Vacant        | - | No Report     |    |
| E. Junior Lifeguards  | - | Mr. Leeper    | - | Attachment    | 9  |
| F. Legislation  | - | Mr. Sandler   | - | Attachment    | 10 |
| G. Lifesaving Sport & Fitness   | - | Mr. Butki     | - | Attachment    | 11 |
| H. Membership   | - | Mrs. Graham   | - | Attachment    | 12 |
| I. Newsletter   | - | Mr. Godino    | - | Attachment    | 13 |
| J. Original Founders  | - | Mr. McGowan   | - | No Report     |    |
| K. Public Education   | - | Mr. Silvestri | - | Attachment    | 14 |
| L. Public Relations   | - | Mr. Bond      | - | Verbal Report |    |
| <p>Mr. Bond continues to collect videos and newspaper articles for the CSLSA. The information is available to members that are currently working in the committee. Mr. Bond encourages all to send articles pertaining to lifeguards to <a href="mailto:secretary@cslsa.org">secretary@cslsa.org</a>.</p> |   |               |   |               |    |
| M. Special Awards & Presentations   | - | Mr. Pepito    | - | Attachment    | 15 |
| N. Sponsorship  | - | Mr. Avila     | - | Attachment    | 16 |
| O. Statistics   | - | Mr. Burton    | - | No Report     |    |
| P. Training & Operations  | - | Mr. Scott     | - | Attachment    | 17 |
| Q. Ways and Means   | - | Mr. Williams  | - | Verbal Report |    |
| <p>Mr. Williams advised that the Ways and Means Committee would meet on October 10<sup>th</sup> at 8:30AM. All are welcome to participate.</p>  |   |               |   |               |    |
| R. Website  | - | Mr. Moore     | - | Attachment    | 18 |

V. Sponsor Presentations

Meeting sponsors provided presentations: **Xcel Wetsuits, Maui Rippers, Maki Surf and Rescue, Quad-ski, Matuse and Plangea.**

VI. Special Presentations

The John Wayne Cancer Foundation provided a short presentation to encourage members to be more involved in the fight against skin cancer. Presenters encouraged lifeguards to fill out a survey and join the *Block the Blaze* program.

VII. Special Awards

President Beuerlein provided the history of the USLA Medal of Valor and introduced the parents of Ben Carlson to the Board of Directors. Mr. Williams and Mr. Beuerlein presented the medal on behalf of the United States Lifesaving Association. The CSLSA gave a check for \$500.00 to the Ben Carlson Foundation. The Seal Beach Police, the Seal Beach Lifeguard Associations and O'Malley's collectively contributed \$3735.00.

---- Lunch Break---

**Motion:** Motion by Mr. Richardson to nominate Gifford Price for a USLA Heroic Act Award for a rescue in Huntington Beach. Mr. Price rescued a 14-year-old visitor from Arizona.

**Second:** Mr. McGowan

**Discussion:** None

**Action:** MPU

VIII. Committee Workshops/Working Groups

---- Meeting Recessed for the day at 4:50 p.m. ---

**Friday, October 10, 2014 - Meeting reconvened at 9:18 a.m.**

IX. Committee Action Reports from Workshops

A. Junior Lifeguards - Mr. Leeper - Verbal Report

Mr. Leeper reported that the JG committee approved up to \$5000.00 for competition equipment. This includes CSLSA easy-ups and megaphones. California State Lifeguards in Huntington Beach has volunteered to keep the equipment as long as they host the event.

The Junior Lifeguard art contest winners are Arabella Edler and Zachary Venzor. They will receive \$100.00 each and 10,000 bookmarks will be produced with the winning images. The Junior Lifeguard of the Year award received 10 entries. The Bob Burnside award will be selected from the entries.

B. Lifesaving Sport & Fitness - Mr. Butki - Attachment 19

C. Membership - Mrs. Graham - to be added

**Motion:** Motion by Mr. Ragsdale to approve the Membership Committee report.

**Second:** Mr. Lombardi

**Discussion:** None

**Action:** MPU

D. Public Education - Mr. Silvestri - Attachment 20

- E. Ways and Means - Mr. Williams - Verbal Report  
Mr. Williams reported that the committee reviewed the 2014 budget and that the CSLSA had positive income over expenses. The 2015 budget was reviewed and approved within the committee.

**Motion:** Motion by Mr. Richardson to approve the Ways and Means committee report.

**Second:** Mr. Moore

**Discussion:** Mr. Richardson and Mr. Moore complemented the Executive Board and other volunteers on their work for the USLA 50<sup>th</sup> anniversary celebration.

**Action:** MPU

## X. Old Business

- A. Dues Breakdown - Mrs. Graham - No Report

- B. CMSCA Update - Mr. Williams - Verbal Report  
The California Marine Safety Chiefs Association met in September and held elections. Chief Williams (President), Chief Humphreys (Vice President), Chief Lombardi (Secretary) and Chief Kissel (Treasurer) were all elected into positions.

The CMSCA recently sat on a panel with the Southern California Fire Training Officers for a possible California State Fire Training course. Mr. Williams said that the Chiefs Association opposed the 24-hour class because it attempts to train firefighters in open water rescue. The Chiefs are waiting for the State Fire Marshal to develop policy pertaining to any open water rescue.

Mr. Snow advised that the Chiefs are currently working on standardizing policy amongst lifeguard agencies. Vehicle operations, shark sighting/attack and ocean competitions and events are being reviewed.

- C. USOC - Mr. Avila - No Report

## XI. New Business

- A. Alcohol Sponsorship

The President reviewed a brief history of CSLSA sponsorship. He said that Mr. Humphreys volunteered to initiate an RFP for non-alcohol sponsorship. Mr. Humphreys is pleased with the membership committee moving away from alcohol sponsors. He doesn't believe that it conveys a professional image. Mr. Humphreys added that we should search for other means of income, such as fundraising. Mr. Snow stated that we should keep our options open for any potential source of support. Mr. Richardson suggested that the CSLSA Board of Directors should step out of its comfort zone and stop falling back on our current alcohol sponsor.

## B. Social Media

Mr. Silvestri asked that the Executive Board create a committee for social media. This includes all types of social media outlets such as facebook, instagram and twitter to promote CSLSA events. This new committee would support all of the other CSLSA committees. President Beuerlein recommended that the committee be formed and that recruitment for the position would begin at the spring meeting. Mr. Butki suggested that Adam Sandler be involved to help with the legality of the project. Mr. Beuerlein suggested that it be a sub-committee of the Public Relations committee.

## C. One Day Meeting

Mr. Williams asks that we do a one-day meeting format, which goes from 8AM to 6PM.

**Motion:** Motion by Mr. Lombardi to make the spring 2015 meeting one day and have new hours from 8AM to 6PM for a one time trial basis.

**Second:** Mr. Butki

**Discussion:** Mr. Beuerlein is worried that the longer day may result in a rush to make important decisions at the end of a tiring day. Mr. Moore says that this would almost eliminate the social aspect of the meetings. Mrs. Graham said that it is becoming more difficult to take time off. The Board of Directors collectively agreed that the committee reports could be shortened allowing the committee meetings to be more productive. Mr. Lombardi suggests that we all review the committee reports prior to the event. Copies of the reports would be available online and as a hard copy at the meeting.

**Action:** Motion passes 20 to 5.

## XII. Future Meetings

### A. CSLSA Meetings Dates & Locations

#### 1. Spring 2015

a. Location: Newport Beach

b. Date: April 9<sup>th</sup> 2015

#### 2. Fall 2015

a. Location: Los Angeles County

b. Date: October 8 & 9

## B. USLA Meeting Dates & Location

### 1. Fall 2014

- a. Location: South Atlantic Region – Virginia Beach, VA
- b. Dates: November 6-8, 2014

### 2. Spring 2015

- a. Location: Gulf Coast Region – South Padre Island, TX
- b. Dates: April 23-25, 2015

## XIII. Privilege of the Chair

The President thanked the Board of Directors for their work in preparation for the San Clemente meeting. He commended Huntington State Lifeguards for agreeing to host the next two regional competitions. He also thanked the San Clemente Lifeguard Association for all of their work at the meeting. Special thanks were given to Sarah Over from San Clemente City for going above and beyond in hosting the meeting.

President Reading:

Ready or not, some day it will all come to an end.

There will be no more sunrises, no minutes, hours or days.

All the things you collected, whether treasured or forgotten, will pass to someone else.

Your wealth, fame and temporal power will shrivel to irrelevance.

It will not matter what you owned or what you were owed.

Your grudges, resentments, frustrations, and jealousies will finally disappear.

So, too, your hopes, ambitions, plans, and to-do lists will expire. The wins and losses that once seemed so important will fade away.

It won't matter where you came from, or on what side of the tracks you lived.

At the end, whether you were beautiful or brilliant, male or female, even your skin color won't matter.

So what will matter?

How will the value of your days be measured?

What will matter is not what you bought, but what you built; not what you got, but what you gave.

What will matter is not your success, but your significance.

What will matter is not what you learned, but what you taught.

What will matter is every act of integrity, compassion, courage or sacrifice that enriched, empowered, encouraged or saved others.

What will matter is not your competence, but your character.

What will matter is not how many people you knew, but how many will feel a lasting loss when you're gone.

What will matter is not your memories, but the memories that live on in those who loved you.

Living a life that matters doesn't happen by accident. It's not a matter of circumstance but of choice.

Choose to live a life that matters.

XIV. Adjournment

**Motion:** Motion to adjourn by Mr. Ragsdale in honor of Ben Carlson.

**Second:** Mr. Moore

**Discussion:** None

**Action:** MPU; meeting adjourned at 11:07 a.m.

Respectfully submitted

A handwritten signature in black ink, appearing to read 'K Bond', with a large, stylized flourish extending to the right.

Kai Bond  
CSLSA Secretary  
[secretary@cslsa.org](mailto:secretary@cslsa.org)